

Meet



Brand guidelines
& visual use cases

01.

Logotype



Structure



omnisend

Clear space

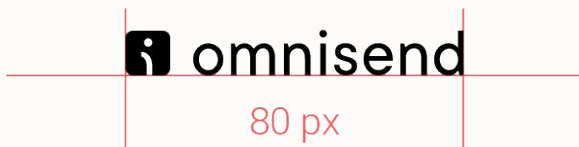


Digital

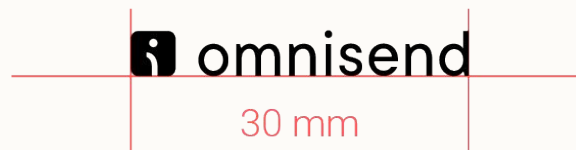


Print

Minimal size



Digital



Print

Colour



Light Backgrounds



Dark Backgrounds

Dos & don'ts

- Never rotate the logotype.
- Never use any additional effects or styles on the logotype.
- Never change the proportions and original colours of the logotype.
- Avoid multi colored backgrounds to keep the logotype readable and minimal. Logotype can be placed on the photograph, but never on illustration / pattern / etc.
- Never put the logotype on a background that is low contrast.

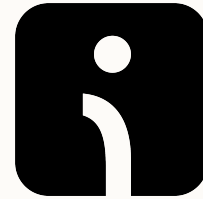


App Icon

The icon is used in applications and formats where the full logotype gives less recognition and becomes too small to use. This is the primary icon option.

As the icon is used for different platforms, square corners may appear.

Some of the app icon use cases include featuring Omnisend in product review sites, app stores and other product directories.



02.

Colors



Colors

Black (used only for logo)

#000000

RGB 0 / 0 / 0

CMYK 0 / 0 / 0 / 100

#555C66

RGB 85 / 92 / 102
CMYK 65 / 51 / 42 / 32

Grey

#42C299

RGB 66 / 194 / 153
CMYK 67 / 0 / 52 / 0

Green

#FF5B5D

RGB 255 / 91 / 93
CMYK 0 / 76 / 53 / 0

Red

#E4C8B4

RGB 228 / 200 / 180
CMYK 11 / 23 / 29 / 1

Brown

#FFFFFF

RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0

White

#CFCFD0

RGB 207 / 207 / 208
CMYK 22 / 16 / 16 / 1

Bright grey

#EBF8F3

RGB 235 / 248 / 243
CMYK 10 / 0 / 7 / 0

Light green

#FFEEEE

RGB 255 / 238 / 238
CMYK 0 / 10 / 5 / 0

Light red

#F3EADF

RGB 243 / 234 / 223
CMYK 6 / 8 / 14 / 0

Light brown

#FDFBF8

RGB 253 / 251 / 248
CMYK 1 / 1 / 3 / 0

Nude

03.

Typography



Typography

Omnisend headlines are set in GT Pressura Light and / or Bold font. When using GT Pressura to create headings for Omnisend, always typeset it with optical kerning and set the tracking to 0 (for font size lower than 32 pt) or -10 (for font size 32 pt and bigger).

[GT Pressura font for downloading \(TTF\)](#)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

GT Pressura Light
GT Pressura Bold

Lorem ipsum dolor sit amet
Consectetur adipiscing elit

Typography

Paragraph and all other texts are set in Roboto. Mostly Roboto Light and Roboto Medium should be used as a main font pair. Though depending on font size and medium where these fonts are used Roboto Regular and Roboto Bold could be used as well.

[Roboto font for downloading \(OTF\)](#)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789**

Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

Lorem ipsum dolor sit amet.

Sed diam nonummy nibh eu.

Tincidunt ut laoreet dolore.

Aliquam erat volutpat wisi eni.

Main examples of type specimen

H1

GT Pressura Light

32 / 38,4 (Optical kerning,
-10 tracking)

H2

GT Pressura Light

24 / 32 (Optical kerning)

H3

GT Pressura Light

15 / 18 (Optical kerning)

Hero P

Roboto Light

14 / 21 (Optical kerning)

P

Roboto Light

10 / 15

Browse Abandonment

Browse Abandonment Messages

Browse Abandonment Messages

Sending browse abandonment messages, those sent to email subscribers who were viewing products on your website but never placed an item in the shopping cart.

Sending browse abandonment messages, those sent to email subscribers who were viewing products on your website but never placed an item in the shopping cart, are an opportunity for marketers to capitalize on shopper intent.

Typography

Main examples of type specimen

Bulleted P

Roboto Light

10 / 15

(7,5 pt before paragraph;

8 / 15 mm left intend;

4,8 / 8 mm first line

first intend)

Explaining text

Roboto Light

8 / 12 (Optical kerning)

Source

Roboto Medium / Light Italic

6 / 9 (Optical kerning)

Quote Mark

GT Pressura Light, 64

Quote Text

GT Pressura Light

15 / 18

Attribution

Roboto Medium /

Light / Light Italic

9 / 12,6

- Create a different series for first-time, second-time, and VIP customers.

— *First-time customers* might receive messages that are all about them and their experience, such as.

— *Second-time customers* might receive a “thank you for your loyalty” message (via SMS and email).

Knowing the subscriber is on your site and viewing products demonstrates some level of intent, but the reasons they abandon aren’t always clear. They could include indecisiveness, price, speed or cost of shipping, distraction, or a combination of them.

Source:

Fluent Report, 2016



The way customers feel about your brand after the purchase determines whether they become repeat customers or one-time shoppers.

Greg Zakowicz

Marketing Strategist

@Omnisend

Typography

All texts should be in Omnisend Grey, Green or White. Other brand colors could be used only in special cases where text in grey, green or white are in low contrast with the background.

Lorem ipsum dolor sit amet consectetur adipiscing elit sed diam

Lorem ipsum dolor sit amet consectetur adipiscing elit sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit
amet consectetur
adipiscing elit sed diam

Elit sed diam nonummy
nibh euismod tincidunt ut
laoreet dolore magna.

Ut wisi enim ad minim
veniam, quis nostrud
exerci nibh euismo.

Nibh euismod tincidunt ut
laoreet dolore magna
aliquam erat volutpat.

Elit sed diam nonummy
nibh euismod tincidunt ut
laoreet dolore magna.

Lorem ipsum dolor sit
amet consectetur
adipiscing elit sed diam.



Make marketing relevant

(and keep Omnisend brand consistent while at it)

